

Collector's item:

**The first in a series of
first day covers from
B & H 100's.**

For another first, it's the world's first postage stamp, the Penny Black of Great Britain, named as a replica to commemorate Philately 1970, the London International Stamp Exhibition, opening September 19th.

With a Philately cancellation on date of issue and an elegant envelope with embossed gold foil and printing in grey and black. Plus a matching enclosed commentary card with the Penny Black's history. In a limited edition of 1,500, each with its individual serial number.

Yours for only \$1 and bottom panels from two packs of Benson & Hedges 100's, regular or menthol.

Why is Benson & Hedges doing this? Because somebody there is a stamp collector who noticed the initials B and H in the bottom corners, had to have this memorable cover and ordered a few extra for Benson & Hedges smokers.

At the moment, he's looking for other first day covers to offer a continuing series, whether or not future issues have a B & H.

Benson & Hedges 100's.

P.O. Box 1971,

Rockwell, IL 61422.

Please send me the B & H first day cover of the Penny Black. Enclosed is \$1 check or money order and two bottom panels of Benson & Hedges 100's, regular or menthol.

Name _____

Street _____

City _____

State _____

Zip _____

Offer open to persons 18 years of age or over. Offer good in U.S. only, except where prohibited, limited or taxed.

Allow time for first-class delivery.

0701-447

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Link's Weekly Stamp News - 9/14, 9/21, 9/28/70

Stamp Weekly Magazine - 9/19, 9/26, 10/3/70

Western Stamp Collector - 9/19/ 9/22, 9/26/70

Neapol Weekly Stamp Magazine - 9/14, 9/22, 9/29/70

Wells, Rich, Greene, Inc.



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